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Hudson Valley *Gardening*

Published at Rhinebeck, N. Y.
by the Rhinebeck Floral Company
in the interest of better
gardening and the
use of flowers



Vol. 5

JANUARY-FEBRUARY 1927

No. 1

Wide Awake Florists

will not overlook the many
good things in
this issue.

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Cartoons -- Pictures



There's Business For You When Cupid Wakes
Up On February 14th

Violets

{ For Valentines Day
for Regular Shipments
for Boston
Best Double Violets }

at \$1⁰⁰ per
... 100

Year after year an increasing number of florists find profitable and satisfactory our Mid-season Violet Contract. The tendency in the trade is all towards prices that are steady and if you have ever bought flowers on such a plan you would want to continue.

Our contract, plainly stated, provides simply that you get your Violets from now until after Easter at the flat rate of \$1.00 per 100 plus the usual shipping charges. No boosts for Valentines or Easter with moderate weekly shipments and liberal holiday allowances. If you desire to cancel the contract the regular prices will be retroactive.

Below are the dates with the quantities allotted each week. You may have the number all in one shipment per week or semi-weekly.

Quantity	Week of
300—	January 17th, 24th and 31st.
800—	February 7th for Valentines.
500—	February 14th, 21st & 28th.
500—	March 7th.
1000—	March 14th (good time for a sale)
500—	March 21st and 28th.
500—	April 4th.
1500—	April 11th for Easter.

There is a direct saving of from \$15 to \$20 on this contract and with Violets at a reasonable price you can surely profit with them. Last year we satisfied an increased number of florists (over 20) with this plan.

You may ask yourself "How do I know this plan of one price on contract works out?"

To which we reply:

Would such particular firms as Isaac H. Moss of Baltimore, Md., M. J. Callahan of Philadelphia, and M. Weiland Co., of Evanston, Ill.,

and scores of others buy Violets on contract if it wasn't satisfactory or if the stock wasn't the very best?

Here's what Isaac H. Moss, Inc., said in a letter recently:

"The Violets have been lovely all season, they have kept fresh and fragrant for several days."

YOU can't go wrong with it and it gives you the assurance of knowing just what to count on and at what price. Why not mail us today that order blank on the last page? Yes! Why not?



for

Valentine's Day

**FRESH
DOUBLE
VIOLETS**

Direct from the Grower

Best Quality

Packed Right

Shipped when and as
you want them

\$1.75 per 100

Feb. 6th-15th

Use order blank on page 7



Some Leaves

From the Editor's Notebook

To My Florist Friends:

You hear from us more or less regularly thruout the Violet season, sometimes a card, sometimes a bulletin or letter. This month there were so many things to talk about that I decided to combine it all in this (to you) new form. This little magazine we have been publishing for some years for our retail customers and they seem to enjoy it. I hope you do too.

Naturally I not only want you to enjoy reading these lines but I want you for a satisfied customer. Violets are not an everyday flower like roses but you'll agree that they must be good when you do get them. So when you want them remember that we are retail florists as well and we try not to send out any Violets that we wouldn't want to use ourselves.

NELSON COON
Secretary

This and That

Unless present plans fail we expect this year to be exhibiting Violets at the big flower shows in Detroit and New York and perhaps in Philadelphia. If you want to see our new Violets, watch for our display.

V V V V

While the Editor of this magazine was in England in search of new Violets he also was on the lookout for other good things. One plant was the new Cosmos, "Fairy Queen" which we have given a trial on our grounds. If you want a cosmos that is really dwarf and positively early and at the same time prolific—here it is. We have a very limited supply of seed which we will sell to those who want to try it. Write us.

V V V V

Another new thing which we tried last summer was the red foliaged border plant known as "Willow Leaved Beet". It is easily grown with a color that does not fade and grows to 10 in.—just right for edging most things. Enough seed for a good trial will be sent for a quarter.

Wonder What a Pot-Grown Plant thinks about? (with apologies to Briggs).

Here I am only one of a bunch of tiny seedlings. But the Boss wonders if I'll even be worth anything.



Scene
Greenhouses of the
Rhinebeck Floral Company

One Month Later

In spite of good care and nurturing all the family died except us two. Don't I look fine.



Another Month

Guess brother Jim is dying but I feel fine. Had a good dinner today and a long drink of water.



Still another Month



Now I'm all dressed up with my fragrant flowers and ready for Mr. Coon to offer me to some very particular customers.

A Few days Later



Mr. Coon nearly sold me today to one of the readers of Hudson Valley Gardening but the lady said I cost too much. Ho-Hum - and after all those months of care and me the only surviving member of the family.

Next Day



Well - I've been sold and while I shall miss the nice moist greenhouse I know I'll bring joy to that sick room where I am going. So - Long
← Joy

7/17/26 Nelson Coon

"Mrs. Lloyd George is the finest Violet we have ever seen."

WILLIAM PENN of "Penn, the Florist", Boston

A recommendation such as this from the foremost users of Violets in the United States leaves little to be said. And that little has been well said by the awards of Gold and Silver Medals and first prizes wherever it has been shown.

The dissemination of the stock of this new Violet variety began on September 1st, 1926 and already plants have gone into every part of the United States and to Canada. So great was the demand, in fact, that supplies of the stock were exhausted early and new supplies will not be available until right after Easter. At this time distribution will begin of strong divisions or rooted crowns, which, if potted for a while and then grown in the field all summer will give plants that will produce thruout the fall of 1927 and on into 1928. For those who want to try this new Violet the purchase of these plants in the spring is advised rather than waiting until fall to procure potted plants.

The price of the divisions to the trade will be \$20 per 100 with 50 at the 100 rate. Orders are now being booked. Use the blank on Page 7.

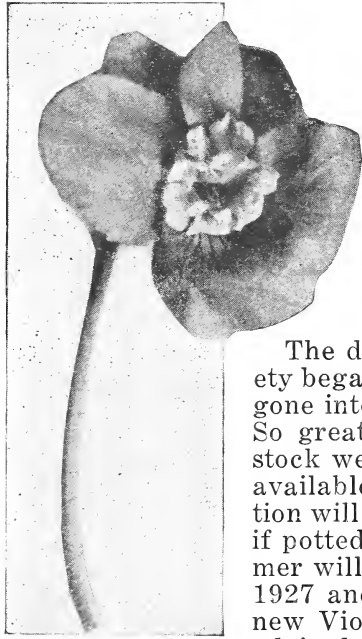


Illustration shows actual size of the flowers which are borne on long stems and are fragrant.

With our special shipping box and parchment wrapping, Distance means little

The Flower Mart
101 WEST BROADWAY
MANHATTAN
CUT FLOWERS AND PLANTS

Dear Sirs
Order has been received for 250 plants and arranged for shipment
R. H. Schuchman

ALL BILLS PAYABLE FIRST OF MONTH FOLLOWING DATE OF RECEIPT

Rhinbeck Floral Co.
Rhinbeck, New York

Gentlemen:
The first shipment of one hundred Violets under your 250 per box arrangement got to me this morning. They are wonderful! Sure real Violets.

A notice by the post news that they were shipped Monday, November 28 at five p.m., arrived in Kansas City Thursday at 7 a.m. and delivered to my place by Special Delivery Center at 11 a.m. Quite sure, just such work as I like, so positive, and the color was still glowing to the strong.

Just a word for your advice, I think it is grand. The flowers came so perfect as if they had been grown right here in Kansas City, not a petal or a leaf injured.

Thanks

Very truly yours
A. J. BARNES, FLORIST

7/26/26

W. J. Barnes
FLORIST
Established 1870
1015 PINE ST.
Store and Greenhouses
1415 and 1417 1/2 Avenue
KANSAS CITY, MISSOURI

November 7, 1926

**Minneapolis
Kansas City
Newark Ohio
and
Unsolicited**

The Antile Floral Company
ARCHIE FLECKER SHOP
1415 PINE ST.
NEWARK, OHIO
April 14th 1926.

Dear Sirs:
Your arrival (boxed) April 14th, 1926, kindly sent me the first shipment of Violets in boxes of 50 violets each. I was greatly surprised and happy to find them so perfect. I have never seen any better from any other source. I am sure they will be a great success. I am sure they will be a great success. I am sure they will be a great success.

Very truly yours,
The Antile Floral Co.

WITH
FTD BRAND
VIOLETS
YOU
RUN
NO
RISK

VIOLET VALENTINES

How We Help You Sell Them.

(N.B.—This is the only Valentine Bulletin we will issue).

It is now less than a month before the great Valentine's Day will have come and gone, and so it behooves florists to consider now their plans for making this a profitable holiday.

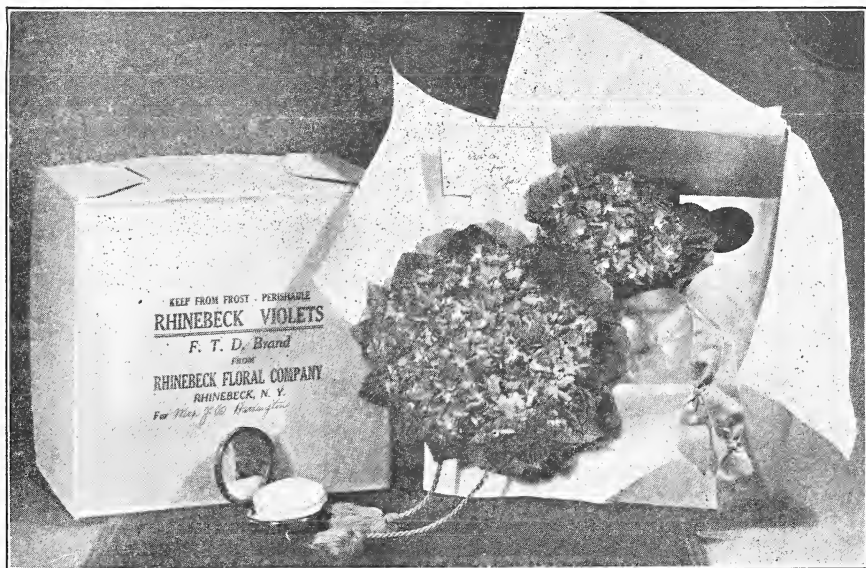
However true it may be that modern styles are not conducive to Violet corsages it must be admitted that Violets have an appeal to the feminine taste that styles will never change. Every woman loves that subtle something that only Violets mean, and most men know it. Valentine's Day, then, is the time to work on that fact.

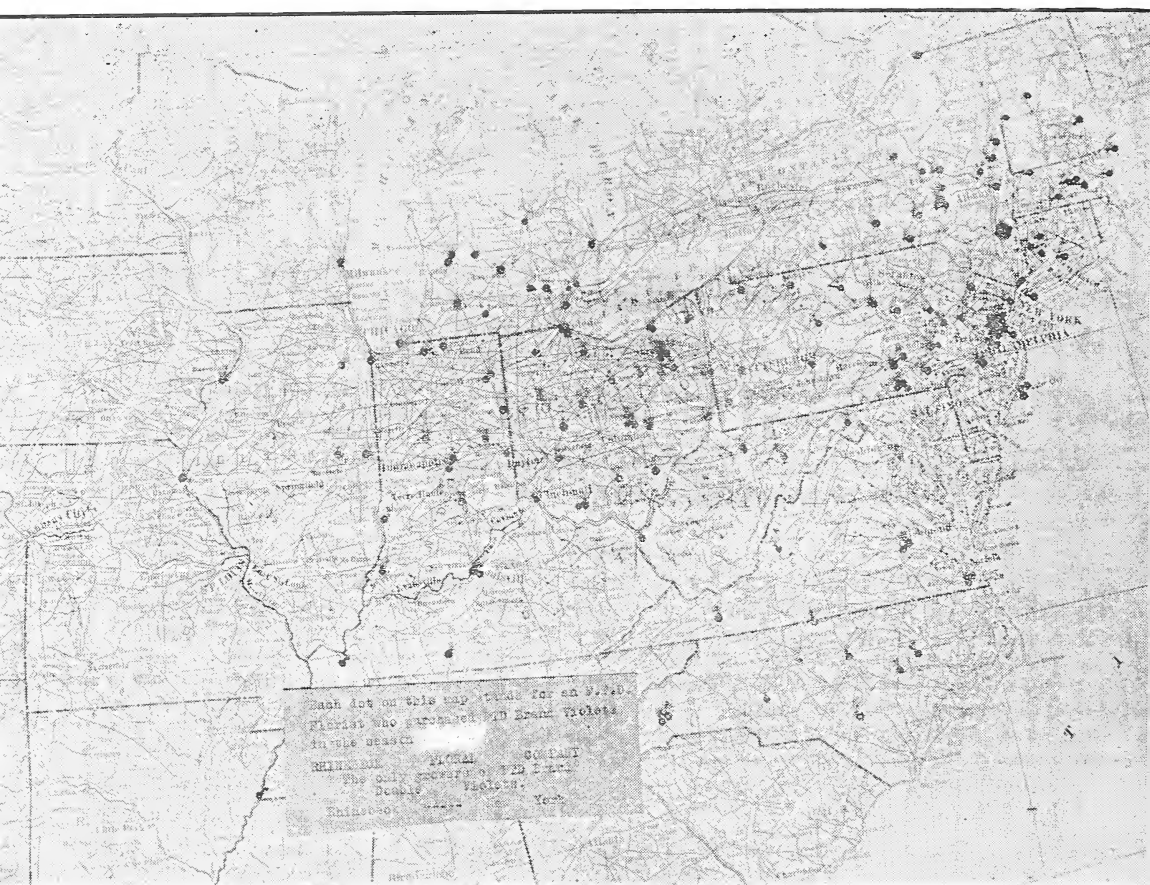
The little Valentine drawings and the excellent Violet photo shown below we have had prepared to use in our own retail selling and they do help sell. If you want to get out a clever, different bit of advertising for Valentines we would be glad to help you design something good and have it printed right here at a moderate cost. Write us what flowers you want to push, how many on your mailing list, and how much you are willing to spend and we will send you by return mail a "dummy" of what we would propose. Various advertising magazines and experts have praised our retail flower advertising which is designed for RESULTS and you can have the benefit of our experience at no cost whatsoever.



Order Valentine Violets Early

Meanwhile, of course, you should get your order in not later than February 1st. Last year we handled a quarter of a million Violets for Valentine's and we should know early what you need. The price for the best stock will be \$1.75 per 100. As Valentine's Day is so near we will not get out any other announcement, hence our advice to act now.





OUR BARGAIN DEPARTMENT

CINERARIAS:

We have ready now a fine lot of Cinerarias in bud and bloom. Very fine foliage and all the dwarf type that sells. 4½ in. and 5 in. at 35c; 5½ in. at 50c—CASH.

BEGONIAS:

VERNON: Everblooming from 2¼ in. at 4c. Will make fine Mother's Day plants.

GUSTAV KNAAKE: New, free flowering large flowers, crimson, medium. Strong transplants at \$3 per 100. Try some this year.

CUT SWEET PEAS:

We have two fine houses of sweet peas just coming into bloom. If you need any peas along with your Violets get in touch with us.

Address your order to

RETAIL DEPARTMENT
RHINEBECK FLORAL COMPANY
RHINEBECK, NEW YORK

OUR BUSINESS TERMS

Like other wholesale florists we try to accommodate any reliable florist with reasonable credit terms. Payment is expected 30 days from date of the invoice.

Shipping charges include postage charges and a few cents extra to cover the actual cost of boxing. All flowers are sent by special delivery unless we are requested to use express.

Florists with whom we have not previously done business or who are not favorably listed by the Florists Credit Association should send satisfactory references. 5% will be allowed for Cash with Order.

As to the case of Violets when received we advise leaving the parchment wrapping on the bunches. Mosten the stems a bit, repack in box and keep in the coolest part of the ice chest.

WHAT OTHERS SAY

Doyle

Flowers according to Doyle

January 3, 1924.

Dear Sirs:

As we have just closed a most successful business year with a happy and profitable Christmas, we want to take this opportunity to thank you for the orders placed with us for the past year. We are sure that you were not disappointed in the quality of the flowers we shipped to you. We are sure that you will continue to place orders with us in the future.

Sincerely yours,

Doyle

The Flower Shop

1111 Broadway

New York City

Feb. 16, 1924.

Enclosed find check for January statement. The violets for Valentine's day came in exceptionally good.

Sincerely yours,

Doyle

GREENHOUSES

1111 Broadway

New York City

Feb. 16, 1924.

Enclosed find check for January statement. The violets for Valentine's day came in exceptionally good.

Sincerely yours,

Doyle

Quality, too

NOTE:

What's Said About Those Special Shipping Boxes.

THE OAKS GREENHOUSES

107 - 109 Elm Street

Westfield, Mass.

DOUBLE VIOLETS

Direct from grower

FRESH

Fill in and
Mail This To-day



ORDER BLANK

To order Check here

Violet Contract

☐

We like the idea of getting Violets right thru the balance of the season at \$1 and you may start shipping at once, the shipments to arrive on (day of week)

Regular Shipments

☐

Ship weekly until further notice Violets as follows:
To arrive every
.....in bunches of 50
.....in bunches of 100

Valentine Violets

☐

To arrive on February.....
.....in bunches of 50
.....in bunches of 100

Violet Plants

☐

You may reserve for spring delivery Divisions of "Mrs. David Lloyd George".

Other Things

☐

.....

Then just sign here
Tear out and mail

Address

Announcement of

Violet Prices

(Cut Blooms)

Keep This for Reference**Double "Marie Louise"**

Jan. 15-Feb. 5...\$1.50 per 100
 Feb. 5-Feb. 14...\$1.75 per 100
 Feb. 14-Mar. 14...\$1.00 per 100

Double "Swanley White"

Jan. 15-Mar. 14...\$2.00 per 100

Double Pale Blue Violets

A good novelty...\$1.50 per 100

Single Violets—**"Mrs. David Lloyd George"**

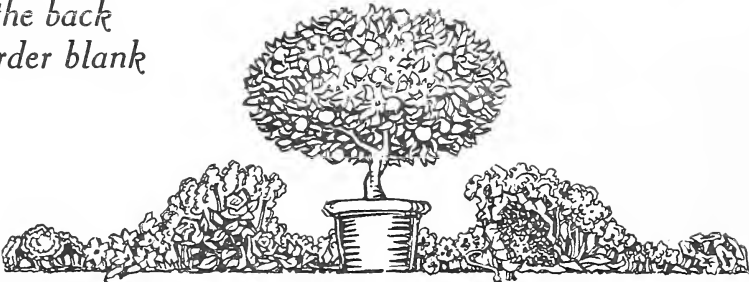
Limited quantities bunched 100 to
 the bunch

Jan. 15-Feb. 5...\$2.00 per bunch
 Feb. 5-Feb. 14...\$2.25 per bunch
 Feb. 14-March...\$1.50 per bunch

Picture opposite shows bunch of
 100 Mrs. Lloyd George and also (left)
 type of flower and (right) actual size
 of blooms.



*This is the back
 of the order blank*



RHINEBECK FLORAL COMPANY
 CHESTNUT STREET, RHINEBECK, NEW-YORK



ELMER COON
President